



**JASPER**  
**ENGINES & TRANSMISSIONS**  
*100% Associate Owned*



**DRIVE  
 LINE**

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**Jasper Engines & Transmissions is Open to Support You During These Turbulent Times**

Dear Customers and Partners,

Jasper Engines & Transmissions places the health and safety of our Customers, and Associate-Owners, as a top priority. We plan to lead the fight against the COVID-19 virus with the same determination, and focus, as we have with Indiana's Voluntary Protection Program (VPP).

Over the last several years, JASPER has developed a technology platform to minimize disruptions, and allow Associate-Owners to work from home, or satellite locations. Members of JASPER's Inside Sales, Customer Service, Accounting, and Accounts Receivable departments recently started working from home, and this will continue. We know you depend upon us, and we will continue to provide a high level of service throughout this worldwide crisis.

JASPER utilizes its own over-the-road tractor-trailer fleet, along with our local branch delivery fleet, operating through our 50 branches nationwide. Our transit service allows us to control the product from manufacturing to you, our customer. We are doing everything we can to provide the products you need.

Our manufacturing facilities, which are located in rural areas, are up and operational. We have implemented additional precautions, and security, and they continue to escalate. We discontinued customer tours and commercial travel for our Associates. We have suspended visitation for all unnecessary visitors and vendors, and implemented temperature screening of all people entering our manufacturing facilities. We've taken precautions, including staggered start times, staggered breaks, discontinued group meetings, and the practice of social distancing, in order to keep everyone safe and healthy. Associates who show symptoms of illness, or have dependents showing symptoms, are required to quarantine for 14 days.

Our branch warehouse teams continue to work under the same precautions, in order to maintain local deliveries.

Thank you for your trust in Jasper Engines & Transmissions. We look forward to continuing to serve your needs! We hope your family and your loved ones stay healthy, and this passes in the near future.

Doug Bawel  
 Chairman - CEO



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## National Tire & Auto

St. Cloud, Florida, is located on the southern shore of East Lake Tohopekaliga in Central Florida, southeast of Orlando. It is the home to National Tire & Auto, a complete automotive, and diesel, service repair facility.

Nick Gross and Lukas Dudek are the owners. Lukas grew up with his father in an automotive shop, and spent 15 years in the automotive industry. Nick opened the business in 2009 at 304 13th Street in Saint Cloud, and Lukas joined the business shortly thereafter.

National Tire & Auto has nine service bays and 8,500 square feet of workspace under roof. "We are an honest facility," said Lukas. "We're not going to conduct pressure sales, and we are not selling services our customers don't need."

Of National's ten employees, four are ASE-Certified technicians in various criteria, including Engine Repair, Automatic Transmission/Transaxle, Suspension and Steering, Brakes, Electrical Systems, and Heating & Air Conditioning. "We are very proactive in education," said Lukas. "All available seminars and lectures are utilized by the company."

National Tire & Auto has been an installer of JASPER remanufactured engines, transmissions, differentials, and diesel fuel components, for the past eight years. "We like using JASPER because their products are awesome," said Lukas. "They build them better than OE factory. Their engineering department is there



**The waiting area at National Tire & Auto is simple, clean, and orderly.**

for you if you need them, and they know everything you need to know."

"When you call them, they pick up the phone... no long holding times, and there is a live person you can talk to," he added. "Also, there is additional piece of mind when using JASPER products, knowing your customer has a nationwide warranty, and they will be taken care of no matter where they are."

As National Tire & Auto looks to the future, their plans are to continuously improve the services provided, and improve the skill sets of technicians, and service advisors, to better serve each customer.

"Customers are simply our bosses," Lukas said. "They come to us in need of help, and they are having a bad day. Let's fix that for them."



**National Tire & Auto in Saint Cloud, Florida, has been in business since 2009. They have been a JASPER installer for the past eight years.**

# JASPER® Partners with Find A Wrench to Help Shops Recruit Skilled Service Technicians

Jasper Engines & Transmissions, the nation's leading remanufacturer of drivetrain components, and Find A Wrench (FAW), have partnered to offer tools and services for independent shop owners, and dealerships, struggling to find technicians, service advisors, and service managers.

Find A Wrench works with independent shops, and businesses, across the country, helping them find, and acquire, top talent and develop strategies aimed at fixing their problems. FAW's experienced staff specializes in recruiting technicians, service advisors and service managers, so owners can focus on running their businesses.

The joint program, FAW 4-Speed Recruiting, helps with technician recruiting through job boards, social recruiting, personalized outreach, and applicant management.

"Our goal at JASPER is to find added value we can bring to the aftermarket," said JASPER Vice President of Sales, Joe McDonald. "Recruiting the right technician continues to be a big issue in our industry. Find A Wrench has brought a professional approach to recruiting talent, something the JASPER Brand can stand behind."



## FIND A WRENCH

"We're excited to offer our loyal customer base another tool to help them thrive in today's competitive environment," added McDonald.

"Finding technicians to hire in this market is no easy task," said Find A Wrench President, Jay Goninen. "JASPER understands this challenge, and wanted to find a way to help keep their customers' shops fully staffed. At Find A Wrench, we can help their shops do just that."

Jasper Engines & Transmissions is a top name in the aftermarket, and we're proud to be associated with them," Goninen added. "We couldn't be more excited and honored to work with JASPER as a preferred partner for their customers' shops."

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## JASPER® Offers Remanufactured Ford 3.5L EcoBoost Turbo GDI Engine

Jasper Engines & Transmissions, the nation's leader in remanufactured drivetrain products, is excited to announce the availability of the Ford 3.5L EcoBoost Turbo GDI engine. This engine is available for the following Ford and Lincoln applications:

- 2011 – 8/26/2015 F150
- 2015 – 6/23/2016 Transit
- 2015 – 8/26/2015 Expedition and Navigator

"A JASPER remanufactured Ford 3.5L EcoBoost engine includes forged aluminum pistons that excel in both strength and durability," said JASPER New Product Development Group Leader, Brad Boeglin. "JASPER also installs Inconel exhaust valves on this engine to compensate for the boosted GDI's increased in-cylinder temperatures and high pressure."

"Turbochargers for the Ford 3.5L EcoBoost are not included on the engine, but they are available for purchase through JASPER," Boeglin added.



**Ford 3.5L EcoBoost Turbo GDI**

The Ford 3.5L EcoBoost Turbo GDI engine is covered by a nationwide, transferable parts and labor warranty of up to 3-Years, or 100,000 miles. Full warranty disclosure is available on our website, or upon request.

For more information on the complete line of JASPER remanufactured engines, please call 800.827.7455, or visit [jasperengines.com](http://jasperengines.com).

# Electronic Torque Control in Gas Assembly

Electronic torque control in our remanufacturing process is one of JASPER's never-ending ways we provide customers with the perfect product.

The hand-held, click-type, torque wrench has been used for many years to manually tighten cylinder head bolts, and main caps, to their proper specs. JASPER has improved this critical installation process by incorporating electronic torque control in our Gas Assembly areas.

Electronic torque control utilizes fastener yield detection, bringing torque-to-yield bolts to their proper clamp load, ensuring an even clamp load on head gaskets, and main caps, resulting in the highest-quality product to the customer. The bolt sequence is programmed into the tool for a specific engine, ensuring steps are followed in order for that engine the same way, every time.

The data system also switches torque settings automatically, eliminating the need for multiple torque wrenches to cover the necessary torque ranges at one station.

Using electronic torque control has been a key element in JASPER continuously improving the quality of our products. It's another way we provide piece of mind for you and your customer.



**Electronic Torque Control (above) utilizes fastener yield detection, bringing torque-to-yield bolts to their proper clamp load, ensuring an even clamp load on head gaskets and main caps, resulting in the highest-quality product to the customer. The data system (left) switches torque settings automatically, eliminating the need for multiple torque wrenches to cover the necessary torque ranges at one station.**

## 2021 JASPER Calendar Entries Deadline July 1st

The Jasper Engines & Transmissions 2020 calendar was a big success. A huge "Thank You" goes out to everyone who submitted entries.

It's hard to believe, but we're already in the preliminary stages of planning for our 2021 calendar. Do you, or your customer, have a vehicle that's calendar worthy? Don't hesitate! Send us your entry!

Entrants must submit a color image and information about their unique vehicle or performance car or truck, along with the JASPER remanufactured product that has been installed.

Vehicles should be placed in a "show" type setting. Low resolution digital images transferred onto photo paper will not be accepted. High-resolution digital images, 8" x 10" at 300 dpi, are required. All entries will be judged based on adherence to the category, equipment appearance and the quality of the photograph.

REMINDER!!! The deadline for 2021 Calendar entries is July 1st. If you have vehicle images, and would like to request an entry form, or for additional information, contact Jennifer Hohl at: [Jennifer.Hohl@jasperengines.com](mailto:Jennifer.Hohl@jasperengines.com)



# Bigger Than Myself

by Scott Shipman, Helping His Hands Disaster Response Director

Two friends were talking and one said to the other, “I don’t think I will ever do anything to set the world on fire.” His friend replied, “If they threw you in, would you at least make it sizzle?”

We are so grateful for all the volunteers who have worked with us this past year in four different disasters that occurred in Ohio, North Carolina, and Texas. We couldn’t do what we do without our volunteers. We logged 15,149.73 volunteer hours in 2019. We were able to love on, and bring some hope to a lot of people who were hurting, and dealing with life struggles.

We are so excited Jasper Engines and Transmissions became a corporate sponsor of ours! While we are excited about the doors this will open, we are also excited about the opportunities that are popping up for the JASPER’s Associate-Owners, and all who are connected in some way or another to them. We invite you to come on a trip and volunteer with us! You could also host a disaster packing event in your community. Even better, drop by our home office in Vincennes, Indiana, and help with the many projects we have going on.

I feel like I would be cheating you if I didn’t share the opportunity with you to be a part of our *Five Dollar Hope* project. It is so simple! For just five dollars a month, or sixty dollars a year, you can set up online through our website: [helpinghis-hands.com](http://helpinghis-hands.com). 100% goes towards helping families who have lost everything due to a disaster. I know what some of you might be thinking: either “that small amount can’t really make much of a difference,” or “someone else will do this, so I don’t need to.” We Can Make a Difference! If you feel like this is too cheap, then you can always add some zeros to it!

Let me tell you about a 13 year-old boy who gave guitar lessons, and started giving five dollars a month. When I asked him, “why did you decide to do it?” His answer was, “I wanted to be



## HELPING HIS HANDS

**DID YOU KNOW \$5 A MONTH COULD HELP IN A DISASTER?**

Helping His Hands Disaster Response invites you to partner with us today! For only \$5 a month (\$60 a year), we can help families nationwide when disasters of any kind strike.

**Help us rewrite the stories of people who have lost everything in a disaster.**

a part of something bigger than me.” Don’t we all feel that way? There is no way you or I could do it all on our own. It takes all of us. My wife always says, “If everyone would give a little, no one would have to give a lot.” So, would you be a part of *Five Dollar Hope* and be plugged into something bigger than yourself?

To find out more about how you can be a part of what we are doing, either by donating, volunteering, etc., go to our website: [helpinghis-hands.com](http://helpinghis-hands.com). You can also follow us on social media; Facebook; Twitter; Instagram, or check out some of our videos on our YouTube channel.

Help us bring Hope, and a Hand of service to those in need!

## A Quick and Easy Way to Mark Your Core Pickup!

Looking for a better way to mark your core ready for pickup? JASPER has that base covered for you!

All JASPER remanufactured products include a Core Pickup QR Code at the lower right folded corner of the customer installation instructions.

To use this convenient service, all you need is a smartphone, or tablet, with a QR Code Reader App (which is a free download from most App Stores). Simply open a QR Code Reader App, scan the Core Pickup QR Code, enter the Production Number located at the lower left folded corner of the Customer Installation Instructions, enter your zip code and tap the Request Pickup button. You’re done! It’s just that easy.

Customers can still mark their core pickup without the QR Code, either on the JASPER website, or by phone.

This QR Code is just another way JASPER can add convenience to you, and your busy schedule.



**All JASPER remanufactured products include a Core Pickup QR Code at the lower right folded corner of the customer installation instructions (circled above).**

# Service Advisor Expectations

by Joe McDonald, JASPER Vice President of Sales

## Joe McDonald

is a University of Maryland University College (UMUC) graduate with an Associate's Degree in Business. Joe has 26



years of experience in the automotive field and 21 years with JASPER. He served as a Regional Vice President of Sales for 17 years, and was recently named Senior Vice President of Sales.

Many of you have acted as your own service advisor, and I'm sure many still do based on the size of your business.

A service advisor is the face of your business, and must be looked at as such. Through my travels, I have observed service advisors in many shops. I realize the expectations ranged from reactive to proactive. Most are reactive to the shop's flow, and are there to take that responsibility from the owner.

I recently asked an owner how long his current service advisor had been with him, and he said; three years. I asked why he hired this individual, and his answer surprised me. He shared that he did not have time to run that position any longer. I then asked what impact this person had on his business. He paused and said his business has been flat for two years. I learned that this owner was not holding his service advisor accountable for growth, and there were no expectations, no goals, and no scoreboards. This was a reactive service advisor. How many of you have the same? Let's discuss some attributes to look for in a service advisor and clear expectations to be proactive as well.

Clear and simple... A service advisor should have: **1) a great attitude,**

**2) aptitude, and 3) ethics.** If they are missing any of these three things, your company is going to struggle. Sorry, you can't train these three. They must have a talent to sell. Please don't confuse talent with skill, which is a learned behavior.

Talents to look for in service advisors are: **1) the natural ability to engage people in a conversation, 2) quick-wittedness, 3) a natural smile, and 4) a willingness to ask for the order.** Provide people who have these natural talents with the necessary (technical knowledge) skills, and they can take you and your business right to the top. Remember, we are in the People Business; you just happen to repair vehicles. That is your commodity. The way you handle the people part of your business will affect all aspects of that. A proactive service advisor is responsible for car count, average RO, and, again, happy customers.

Here are some questions you may want to ask yourself:

- **How often is your service advisor making follow-up calls on recent quotes, asking for business?**
- **How often is your service advisor making follow-up calls on recent repairs to make sure customers are happy?**
- **How often does your service advisor make sales calls to local fleets, asking for business?**

- **What is the closing percentage of your service advisor on brakes, engines, etc.?**
- **Are you tracking closing percentage?**
- **What impact has your service advisor had on your average RO?**
- **Does your service advisor know what the average RO is, and do they know what the goal is?**

These are just a few questions to ask as an Owner. It is recommended that Owners (or Managers) perform a repair order review with their advisors once a week. The purpose of the review should be to analyze the declined sales, and have dialogue about what could have been done differently to close the sale.

Remember, this is not to condemn, but how to improve. This all starts with clear expectations for your service advisor. Have a job description written and review it with them. It should include the items we discussed along with car count, gross profit and customer service. We do it with our Inside Sales, as well as Customer Service.

For more detailed information on this subject, I would recommend Bob Cooper and his Elite program. Bob was gracious enough to share some information with me on the article. You can find him at [EliteWorldwideStore.com](http://EliteWorldwideStore.com).

## IS YOUR CAR



## LET US PINPOINT ITS NEEDS

# Six Tips on Generating More Repeat Business

By Bob Cooper, President & Founder/EliteWorldwide Inc.

## Bob Cooper

*has functioned as the developer, owner and an operator of some of the most successful auto repair shops in North America.*



*Bob is a member of the prestigious National Speakers Association and is one of the nation's leading authorities on both personal and career success. Today, Bob speaks nationally, as well as internationally, to many trade associations, universities, private banking groups and Fortune 500 companies.*

In the world of auto repair, one thing is for certain: Every shop in your community has their eye on your customers. So in order to keep your customers, there are a number of things you will need to do. Here are six tips to bring you amazing results:

**#1. Make sure you deliver on the customer's expectations, and whenever possible, exceed those expectations.** Simply put, fix the car right the first time, make the experience as pleasant as possible, help your customers see the value in your services, underpromise and overdeliver at every opportunity.

**#2. At the point of car delivery, go well beyond what your competitors do.** You need to resell the customer on their decision, assure them their problem has been solved, and review their repair order in detail. During the "sales process" you need to put the focus on the benefits of the service rather than the price, but at the time of car delivery you need to ensure they understand what they bought, and how much they paid for the services. You then need to offer them the opportunity to inspect their

old parts (or return their old parts back to them), review the warranty, discuss anything they will need to monitor or do once they leave, schedule their next appointment, oil change, tire rotation, etc., and thank them for their trust in you.

**#3. When scheduling the next appointment, rather than asking when they would like to schedule it, be presumptive and tentatively set the date and time for them.** If and when they tell you they are unsure if they will be available on that date, just tell them "No worries, Mr. Butitta. We'll be sending you a reminder card the week before, and we'll give you a reminder call as well. If you need to reschedule, it'll be no problem at all - we can simply reschedule the appointment for you at that time. The benefit of doing it this way is there's nothing you'll need to remember, because we'll remember for you."

**#4. Sell the benefits of the next service at the time of car delivery.** Rather than just telling the customer they'll be due for a cooling system service in six months, help them see the value by explaining how that service will save them money, time, etc. If they feel the only reason to return is because you told them they need to, you'll see far fewer returning customers, because they will feel they will be spending money, and getting little, if anything, in return.

**#5. Build relationships.** Regardless of how well you build value into their next visit, customers will be far more

prone to return to your shop if they feel there is someone they will enjoy seeing again. Remember the Elite rule: When people buy a product, they will always remember the product, but when they buy a service, they will always remember the people that provided the service.

**#6. Stay in touch.** Beyond a customer follow-up program, you need to ensure your customers are exposed to your brand on a continual basis. This means you need to invest in your brand building campaigns, and be integrated into your community in every way you can.

In closing, all the reward programs and slick marketing gimmicks are always pale in comparison to one simple business philosophy: Provide a great service at a competitive price, build relationships with every customer, and live by the principle of never putting money ahead of people.

*Editor's Note: Since 1990, Bob Cooper has been the president of Elite (www.EliteWorldwide.com), a company that strives to help shop owners reach their goals and live happier lives, while elevating the industry at the same time. The company offers the industry's #1 peer group of 90 successful shop owners, training and coaching from top shop owners, service advisor training, along with online and in-class sales, marketing and shop management courses. You can contact Elite at [contact@eliteworldwide.com](mailto:contact@eliteworldwide.com), or by calling 800-204-3548.*

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## JASPER® Opens Alternate Screening Site



**In just 72 hours, JASPER utilized its resources and assembled an alternate screening site, with drive-thru capability, for Associate-Owners and their families (above left). The converted race trailer allows JASPER to care for patients presenting with fever and respiratory symptoms (above right).**

JASPER recently converted one of its race trailers into an alternate screening site, with drive-thru capability, for Associate-Owners and their dependents!

In less than 72 hours, the company utilized its resources and put up an alternate health screening site for Associates and their families!

In an effort to keep JASPER Health WoRx LLC (our on-site healthcare) virus free, this alternate screening site allows the company to care for patients presenting with fever and respiratory symptoms. This new facility can be totally sterilized in less than 12 minutes.

While not open to the public, Associates and their dependents can utilize this service by calling into Health WoRx and having a prior phone screening!